

**WFSB** 333 Capital Blvd Rocky Hill, CT 06067 Main: (860)728-3333 Billing: (404)325-4646

Invoice # Invoice Date Invoice Month Invoice Period 491772-1 09/16/12 September 2012 08/27/12 - 09/10/12

Account Executive Station Sales Office Sales Region **WFSB** Heather Uttley HRP-WASHING National

Advertiser Product Estimate Number McMahon for Senate L MCMAHON 4 SENATE 1294

> Alt Order # 09/04/12 - 09/10/12 491772 06301258 Billing Calendar Billing Type Deal # Broadcast Cash Special Handling

Order#

Flight Dates

IDB# Advertiser Code Product Code 1021 Agency Ref Advertiser Ref

Billing Address:

Mentzer Media Services, Inc. Attention: Accounts Payable 600 Fairmount Avenue Suite 306 Towson, MD 21204

Send Payment To: **WFSB BOX 13034** Newark, NJ 07188-0034

Spots/

Line Start Dat	le End Date	Descript	ion	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1 09/04/12	09/06/12	Eyewitne	ess News	6am - 6:30am	-TWT	:30	3	\$950.00	NM	
Weeks:	Start Date 09/03/12	End Date 09/09/12	MTWTFSS -TWT	Spots/Week 3	<u>Rate</u> \$950.00					
Spots: # 0			r Time Descri	<del>-</del>	Start/End Time	Lanai	h Ad-ID			Data Tura
1		-	:59 AM Eyewil		6am - 6:30am		0 LMFS12T	v10u		Rate Type
1		-	:22 AM Eyewit		6am - 6:30am		0 LMFS12T			\$950.00 NM
[			•				-			\$950.00 NM
	WESD III US	9/00/12 6.	:08 AM Eyewit	ness news	6am - 6:30am	:3	0 LMFS12T	V14H		\$950.00 NM
2 09/07/12	09/07/12	Eyewitne	ss News	6am - 6:30am	1	:30	1	\$400.00	NM	
Weeks:	Start Date 09/03/12	End Date 09/09/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$400.00					
Spots: # 0	Ch <u>Day Ai</u>	r Date Air	Time Descrip	otion	Start/End Time	Lenati	h Ad-ID			Rate Type
1 V	VFSBF 09	/07/12 6:	29 AM Eyewit	ness News	6am - 6:30am		O LMFS12T	V15H		\$400.00 NM
										Q-700.00 14W
3 09/04/12	09/06/12	Eyewitnes	ss News	12pm - 12:30PM	-TWT	:30	3	\$650.00	NM	
Weeks:	Start Date 09/03/12	End Date 09/09/12	MTWTFSS -TWT	Spots/Week 3	<u>Rate</u> \$650.00					
Spots: # C			Time Descrip	*	Start/End Time	Longil	n Ad-ID			D
			25 PM Eyewitr		12pm - 12:30PM		<u>I AQ-ID</u> ) LMFS12T\	11.111		Rate Type
			00 PM Eyewitr		• •					\$650.00 NM
			-		12pm - 12:30PM		LMFS12TV			\$650.00 NM
2 VV	7FSB IN 09/	/06/12 12:2	25 PM Eyewitr	less News	12pm - 12:30PM	:30	LMFS12TV	/15H		\$650.00 NM
4 09/07/12	09/07/12	Eyewitnes	s News	12pm - 12:30PM	1	:30	1	\$250.00	NM	
Weeks:	Start Date 09/03/12	End Date 09/09/12	MTWTFSS 1	Spots/Week	<u>Rate</u> \$250.00					
Spots: # C			Time Descrip	lion	•	1 41.	A 1 10			
			7 PM Eyewitn		Start/End Time	Length		ar		Rate Type
1 44	1001 09/	07/12 12.0	7 PW Eyewilli	ess news	12pm - 12:30PM	:30	LMFS12TV	T2H		\$250.00 NM
5 09/04/12	09/06/12	Eyewitnes	s News	5pm - 5:30pm	-TWT	:30	3	\$1,500.00	NM	
Weeks:	Start Date 09/03/12	End Date	MTWTFSS -TWT	Spots/Week	Rate					
Spoto: # Cl		09/09/12		3	\$1,500.00					
Spots: # Ch			Time Descript	<del></del>	Start/End Time	Length				<u>Rate</u> Type
3 77	FSB Tu 09/	04/12 5:1	1 PM Eyewitn	ess News	5pm - 5:30pm	:30	LMFS12TV	10H		\$1,500.00 NM



10 09/07/12

Weeks:

11 09/04/12

Spots: # Ch

09/07/12

Start Date

09/06/12

Day Air Date

Unresolved

09/07/12

09/03/12

1 WFSBF

Eyewitness News

**MTWTFSS** 

---1--

Air Time Description

Eyewitness News

End Date

09/09/12

Inside Edition

Send Payment To:
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BOX 13034
Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
491772-1	09/16/12	September 2012	08/27/12 - 09/10/12

Advertiser	Product	Estimate Number
McMahon for Senate	L MCMAHON 4 SENATE	1294

Spots/ Start Date End Date Description Start/End Time **MTWTFSS** Week Length Rate Type 5 09/04/12 09/06/12 Eyewitness News 5pm - 5:30pm ~TWT---:30 3 \$1,500.00 NM Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSBW 09/05/12 5:10 PM Eyewitness News 5pm - 5:30pm :30 LMFS12TV15H \$1,500.00 NM 09/06/12 2 WFSB Th :30 LMFS12TV15H 5:27 PM Eyewitness News 5pm - 5:30pm \$1,500.00 NM 6 09/07/12 09/07/12 ----1--Eyewitness News 5pm - 5:30pm \$500.00 NM Weeks: **End Date MTWTFSS** Start Date Spots/Week Rate 09/03/12 09/09/12 ----1--\$500.00 Day Air Date Spots: # Ch Air Time Description Start/End Time Length Ad-ID Rate Type 09/07/12 1 WFSB F Eyewitness News 5pm - 5:30pm :00 \$500.00 NM See MG 6.2,6.3 2 WFSB Sa 09/08/12 1:15 PM US Open Tennis **VARIOUS** :30 LMFS12TV15H \$500.00 NM MG for 8.1,6.1 3 WFSB Sa 09/08/12 4:05 PM US Open Tennis **VARIOUS** :30 LMFS12TV14H \$500.00 NM MG for 8.1,6.1 7 09/04/12 09/06/12 Eyewitness News 5:30pm - 6pm -TWT---:30 3 \$1,500.00 NM Weeks: <u>MTWTFSS</u> Start Date **End Date** Spots/Week Rate 09/03/12 -TWT---09/09/12 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 5:38 PM Eyewitness News 5:30pm - 6pm :30 LMFS12TV14H \$1,500.00 NM 3 WFSBW 09/05/12 5:54 PM Eyewitness News 5:30pm - 6pm :30 LMFS12TV15H \$1,500.00 NM 2 WFSB Th 09/06/12 5:55 PM Eyewitness News 5:30pm - 6pm :30 LMFS12TV15H \$1,500.00 NM 8 09/07/12 09/07/12 Eyewitness News 5:30pm - 6pm ---1--:30 \$500.00 NM Weeks: **End Date** MTWTFSS Start Date Spots/Week Rate 09/03/12 ---1--09/09/12 \$500.00 Spots: # Ch Air Time Description Day Air Date Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 Eyewitness News 5:30pm - 6pm :00 \$500.00 NM See MG 6.2,6.3 9 09/04/12 09/06/12 Eyewitness News 6pm - 6:30pm -TWT---:30 3 \$2,100.00 NM MTWTFSS Weeks: Start Date End Date Spots/Week Rate 09/03/12 09/09/12 -TWT---\$2,100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Tu 09/04/12 6:10 PM Eyewitness News 6pm - 6:30pm :30 LMFS12TV10H \$2,100.00 NM 1 WFSBW 09/05/12 6:27 PM Eyewitness News 6pm - 6:30pm :30 LMFS12TV14H \$2,100.00 NM 3 WFSB Th 09/06/12 6:27 PM Eyewitness News 6pm - 6:30pm :30 LMFS12TV14H \$2,100.00 NM

Start Date End Date MTWTFSS Weeks: Spots/Week <u>Rate</u> 09/03/12 09/09/12 -TWT---\$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 6:59 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV14H \$1,200.00 NM

---1---

Rate

Start/End Time

6pm - 6:30pm

\$600.00

- TWT---

:30

:30

Length Ad-ID

3

:00

\$600.00

\$1,200.00

NM

NM

Rate Type

\$600.00 NM

6pm - 6:30pm

7pm - 7:30pm

Spots/Week



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McMahon for Senate	L MCMAHON 4 SENATE	1294

Line Start Da	ite End Date	Descripti	ion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
11 09/04/1	2 09/06/12	Inside Ed	dition	7pm - 7:30pm	-TWT	:30	3	\$1,200.00	NM	
1	WFSBW 0	9/05/12 7:	r Time Descr :12 PM Inside :59 PM Inside	Edition	<u>Start/End Time</u> 7pm - 7:30pm 7pm - 7:30pm	:31	h <u>Ad-ID</u> 0 LMFS12T 0 LMFS12T			Rate Type \$1,200.00 NM \$1,200.00 NM
12 09/07/12	09/07/12	Inside Ed	dition	7pm - 7:30pm	1	:30	1	\$425.00	NM	
Weeks:	Start Date 09/03/12	09/09/12	MTWTFSS1	Spots/Week 1	<u>Rate</u> \$425.00					
Spots: <u>#</u> 1			Time Descri 22 PM Inside		Start/End Time 7pm - 7:30pm	_	1 <u>Ad-ID</u> ) LMFS12T	v15н		<u>Rate Type</u> \$425.00 NM
13 09/04/12	09/06/12	Entertain	ment Tonight	7:30pm - 8pm	-TWT	:30	3	\$1,200.00	NM	
Weeks:	Start Date 09/03/12	End Date 09/09/12	MTWTFSS -TWT	Spots/Week 3	<u>Rate</u> \$1,200.00					
21	NFSBTu 09 NFSBW 09	//04/12 7:4 //05/12 7:4	41 PM Enterta	otion sinment Tonight iinment Tonight iinment Tonight	<u>Start/End Time</u> 7:30pm - 8pm 7:30pm - 8pm 7:30pm - 8pm	:30	Ad-ID LMFS12TV LMFS12TV LMFS12TV	/15н		Rate Type \$1,200.00 NM \$1,200.00 NM \$1,200.00 NM
14 09/07/12	09/07/12	Entertainn	ment Tonight	7:30pm - 8pm	1	:30	1	\$425.00	NM	
Weeks: Spots: <u>#</u> ( 1 V			MTWTFSS 1 Time Descrip 66 PM Enterta	Spots/Week 1 ation inment Tonight	<u>Rate</u> \$425.00 <u>Start/End Time</u> 7:30pm - 8pm	Length :30	Ad-ID LMFS12TV	<b>1</b> 5H		<u>Rate</u> <u>Type</u> \$425.00 NM
15 09/04/12	09/06/12	Eyewitnes	s News	5:30a - 6am	-TWT	:30	3	\$700.00	NM	
2 V	VFSBTu 09/ VFSBW 09/	04/12 5:2 05/12 5:5	MTWTFSS  -TWT Time Descrip 9 AM Eyewitn 3 AM Eyewitn 2 AM Eyewitn	ess News ess News	Rate \$700.00 <u>Start/End Time</u> 5:30a - 6am 5:30a - 6am 5:30a - 6am	:30	Ad-ID LMFS12TV LMFS12TV LMFS12TV	<b>1</b> 5H		<u>Rate</u> <u>Type</u> \$700.00 NM \$700.00 NM \$700.00 NM
16 09/07/12	09/07/12	Eyewitness	s News	5:30a - 6am	1	:30	1	\$250.00	NM	
Weeks: Spots: <u>#</u> C 1 W	— —		MTWTFSS1 Fime Descript 5 AM Eyewitne		<u>Rate</u> \$250.00 <u>Start/End Time</u> 5:30a - 6am	Length <i>i</i> :30 t	Ad-ID LMFS12TV	15н		<u>Rate</u> <u>Type</u> \$250.00 NM
17 09/04/12	09/06/12	Eyewitness	News	11PM - 11:35PM	-TWT	:30	3	\$1,200.00	NM	
3 W	09/03/12 h <u>Day Air I</u> FSB Tu 09/0 FSB W 09/0	09/09/12 Date Air T 04/12 11:30 05/12 12:01	MTWTFSS -TWT ime Descript ) PM Eyewitne I AM Eyewitne I PM Eyewitne	ess News ess News	Rate \$1,200.00 Start/End Time 11PM - 11:35PM 11PM - 11:35PM 11PM - 11:35PM	:30 L :30 L	MFS12TV1 .MFS12TV1 .MFS12TV1	4H 4H		Rate Type \$1,200.00 NM \$1,200.00 NM \$1,200.00 NM
Weeks:	Start Date	End Date	MTWTFSS FSS	Spots/Week 3	Rate \$500.00	:30	3	\$500.00	NM	



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McMahon for Senate	L MCMAHON 4 SENATE	1294

Line Start Date	End Date	Descrip	otion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
18 09/07/12	09/09/12	Eyewitr	iess News	11PM - 11:35PM	FSS	:30	3	\$500.00	NM	
2 W	FSB F 09/0 FSB Sa 09/0	07/12 1 08/12 1	Air Time Descr 1:12 PM Eyewi 1:16 PM Eyewi 1:41 PM Eyewi	tness News tness News	Start/End Time 11PM - 11:35PM 11PM - 11:35PM 11PM - 11:35PM	:3 :3	h <u>Ad-ID</u> 0 LMFS121 0 LMFS121 0 LMFS121	rv15H		Rate Type \$500.00 NM \$500.00 NM \$500.00 NM
19 09/04/12	09/04/12	Nationa	l Convention	10pm-11pm	-1	:30	1.	\$4,500.00	NM	
Weeks:	Start Date 09/03/12	End Date 09/09/12	MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$4,500.00					
Spots: # Ch 1 Wi			ir Time Descri 1:07 PM Nation		Start/End Time 10pm-11pm		h <u>Ad-ID</u> ) LMFS12T	v14H		<u>Rate Type</u> \$4,500.00 NM
20 09/05/12	09/05/12	Criminal	Minds	9pm - 10pm	1	:30	1	\$6,500.00	NM	
Weeks:		End Date 09/09/12	<u>MTWTFSS</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$6,500.00					
Spots: # Ch 1 WF	-		ir Time Descrip :37 PM Crimin		Start/End Time 9pm - 10pm		Ad-ID LMFS12T	v15H		<u>Rate Type</u> \$6,500.00 NM
21 09/05/12	09/05/12	National	Convention	10pm-11pm	1	:30	1	\$4,500.00	NM	
Weeks: Spots: <u>#</u> Ch 1 WF	09/03/12 <u>Day Air E</u> SB W 09/0	5/12	MTWTFSS 1 r Time Descrip Nationa 1.4,21.5,21.6,2	al Convention	Rate \$4,500.00 Start/End Time 10pm-11pm	Length				<u>Rate Type</u> \$4,500.00 NM
4 WF	SB Su 09/09 MG for 21,	9/12 5:	:09 PM US Ope		VARIOUS	:30	LMFS12TV	/15н		\$700.00 NM
3 WF	SB Su 09/09 MG for 21.	9/12 7:	:09 PM US Ope	en Tennis	VARIOUS	:30	LMFS12TV	⁄14н		\$700.00 NM
5 WF	SB Su 09/09 MG for 21.	9/12 7:	32 PM US Ope	n Tennis	VARIOUS	:30	LMFS12TV	15H		\$700.00 NM
6 WF		0/12 8:	20 AM CBS: T	HE EARLY SHOW	7am - 9am .	:30	LMFS12TV	15н		\$200.00 NM
7 WF		0/12 8:	55 AM CBS: T	HE EARLY SHOW	7am - 9am	:30	LMFS12TV	15H		\$200.00 NM
2 WF:	SBM 09/10 MG for 21.		02 PM Mike &	Molly	9pm - 10pm	:30	LMFS12TV	15н		\$2,000.00 NM
22 09/06/12	09/06/12	National (	Convention	10pm-11pm	1	:30	1	\$4,500.00	NM	
		End Date 09/09/12	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$4,500.00					
Spots: <u>#</u> Ch 1 WFS	<u>Day Air Da</u> 3B Th 09/06	ate <u>Air</u>	Time Descript 11 PMNational		Start/End Time 10pm-11pm	Length :30	Ad-ID LMFS12TV:	15H		<u>Rate Type</u> \$4,500.00 NM
23 09/07/12	09/07/12	CSI: Ny		9pm - 10pm	1	:30	1	\$800.00	NM	
		nd <u>Date</u> 9/09/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$800.00					
Spots: <u>#</u> Ch 1 WFS	Day Air Da	ate Air	Time Descript 18 PM CSI: Ny	•	Start/End Time 9pm - 10pm	Length /	Ad-ID LMFS12TV1	LSH		Rate Type \$800.00 NM
24 09/08/12	09/08/12	Eyewitnes	s News Week	ei6am - 7am	2-	:30	2	\$350.00	NM	
		nd Date 9/09/12	MTWTFSS 2-	Spots/Week 2	<u>Rate</u> \$350.00			<del>na n</del>		



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Advertiser Product Estimate Number

McMahon for Senate L MCMAHON 4 SENATE 1294

Line Start Date End Date Description Start/End Time MTWTFSS Length Week Rate Type	
24 09/08/12 09/08/12 Eyewitness News Weekei6am - 7am2- :30 2 \$350.00 NM	
	е Туре
	MM 00
1 WFSB Sa 09/08/12 6:43 AM Eyewitness News Weekend 6am - 7am :30 LMFS12TV15H \$350.	MM 00
25 09/08/12 09/08/12 Eyewitness News 6pm - 6:30pm1- :30 1 \$700.00 NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week         Rate           09/03/12         09/09/12        1-         1         \$700.00	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate	<u>Туре</u>
1 WFSB Sa 09/08/12 6:20 PM Eyewitness News 6pm - 6:30pm :30 LMFS12TV15H \$700.0	00 NM
26 09/08/12 09/08/12 48 Hours Mystery 9pm - 10pm2- :30 2 \$700.00 NM	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/122- 2 \$700.00	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate	Туре
1 WFSB Sa 09/08/12 48 Hours Mystery 9pm - 10pm :00 \$700.€ See MG 26.3,26.4	
2 WFSB Sa 09/08/12 48 Hours Mystery 9pm - 10pm :00 \$700.0 See MG 26.3,26.4	0 NM
4 WFSB Sa 09/08/12 8:40 PM US Open Tennis VARIOUS :30 LMF512Tv15н \$700.0 MG for 26.1,26.2	0 NM
3 WFSB Sa 09/08/12 9:32 PM US Open Tennis VARIOUS :30 LMFS12TV15H \$700.0 MG for 26.1,26.2	MM C
27 09/08/12 09/08/12 48 Hours Mystery 10pm - 11pm2- :30 2 \$700.00 NM	
Weeks: <u>Start Date End Date MTWTFSS</u> <u>Spots/Week Rate</u> 09/03/12 09/09/122- 2 \$700.00	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate	Туре
2 WFSB Sa 09/08/12 10:32 PM 48 Hours Mystery 10pm - 11pm ;30 LMFS12тv14н \$700.00	
1 WFSB Sa 09/08/12 10:42 PM 48 Hours Mystery 10pm - 11pm ;30 LMFS12TV15H \$700.00	NM (
28 09/09/12 09/09/12 Face the Nation/ Face the10:30am - 11:30am1 :30 1 \$350.00 NM	
Weeks: <u>Start Date                                  </u>	
Control Ch. Day Ata Data. Ata Time Day of the	Туре
1 WFSB Su 09/09/12 11:20 AMFace the Nation/ Face the State 10:30am - 11:30am :30 LMFS12TV15H \$350.00	
29 09/09/12 09/09/12 Patriots Football 1:00pm - 7:00pm3 :30 3 \$6,500.00 NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week         Rate           09/03/12         09/09/12        3         3         \$6,500.00	<del></del> ;
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate	Type
2 WFSB Su 09/09/12 12:59 PM Patriots Football 1:00pm - 7:00pm :30 LMFS12TV14H \$6,500.00	
3 WFSB Su 09/09/12 2:28 PM Patriots Football 1:00pm - 7:00pm :30 LMFS12Tv15H \$6,500.00	
1 WFSB Su 09/09/12 4:34 PM Patriots Football 1:00pm - 7:00pm :30 LMFS12TV15H \$6,500.00	NM
30 09/09/12 09/09/12 60 Minutes 7pm - 8pm1 :30 1 \$7,200.00 NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week         Rate           09/03/12         09/09/12        1         1         \$7,200.00	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate	Tyne
1 WFSB Su 09/09/12 8:10 PM 60 Minutes 7pm - 8pm :30 LMFS12Tv15H \$7,200.00	
31 09/09/12 09/09/12 Good Wife 9pm - 10pm2 :30 2 \$1,200.00 NM	



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Advertiser	Product	Estimate Number
McMahon for Senate	L MCMAHON 4 SENATE	1294

						*****	Spots/			
Line Start Da	ite End Dal	le Descr	iption	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
Weeks:         Start Date 09/03/12         End Date 09/09/12         MTWTFSS Spots/Week 2         Spots/Week 2           Spots:         # Ch Day Air Date Air Time Description 2         2 WFSB Su 09/09/12         10:13 PM Good Wife 1           1 WFSB Su 09/09/12         10:24 PM Good Wife 1					<u>Rate</u> \$1,200.00 <u>Start/End Time</u> 9pm - 10pm 9pm - 10pm	<u>Length Ad-ID</u> :30 LMFS12TV15H :30 LMFS12TV14H				<u>Rate</u> <u>Type</u> \$1,200.00 NM \$1,200.00 NM
32 09/09/12	9 09/09/12	? Menta	list	10pm - 11pm	2	:30	2	\$1,200.00	MM	
Weeks:         Start Date 09/03/12         End Date 09/09/12         MTWTFSS 2         Spots/Week 2           Spots:         # Ch Day Air Date Air Time Description 1         Air Time Description 2           1 WFSB Su 09/09/12 11:09 PM Mentalist 2 WFSB Su 09/09/12 11:22 PM Mentalist 33 09/10/12 09/10/12 Eyewitness News 6am - 6:30am					Rate \$1,200.00 <u>Start/End Time</u> 10pm - 11pm 10pm - 11pm	:30	1 <u>Ad-ID</u> ) LMFS12T ) LMFS12T		NM	<u>Rate Type</u> \$1,200.00 NM \$1,200.00 NM
						.00		\$400.00	14141	
Weeks:         Start Date 09/16/12         End Date 1 1         MTWTFSS 2 Spots/Week 1         Spots/Week 1           09/10/12         09/16/12         1 1         1           Spots: # Ch         Day Air Date Air Time Description 1         1 WFSB M 09/10/12 6:23 AM Eyewitness News					<u>Rate</u> \$400.00 <u>Start/End Time</u> 6am - 6:30am	Length Ad-ID :30 LMFS12TV15H				<u>Rate</u> <u>Type</u> \$400.00 NM
34 09/10/12	09/10/12	Eyewiti	ness News	12pm - 12:30PM	1	:30	1	\$600.00	NM	
–	Weeks:         Start Date 09/10/12         End Date Date 09/16/12         MTWTFSS Spots/Week 1         Spots/Week 1           Spots:         # Ch Day Air Date Air Time Description 1         WFSB M 09/10/12 12:08 PM Eyewitness News			Rate \$600.00 <u>Start/End Time</u> 12pm - 12:30PM	Length Ad-ID :30 LMFS12TV14H				<u>Rate Type</u> \$600.00 NM	
35 09/10/12	09/10/12	Eyewitr	iess News	5pm - 5:30pm	1	:30	1	\$575.00	МИ	
• -	Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           09/10/12         09/16/12         1         1           Spots: # Ch         Day         Air Date         Air Time         Description           1         WFSB M         09/10/12         Eyewitness News           Credited				Rate \$575.00 <u>Start/End Time</u> 5pm - 5:30pm	Length Ad-ID :00				<u>Rate</u> <u>Type</u> \$575.00 NM
36 09/10/12	09/10/12	Eyewitn	ess News	5:30pm - 6pm	1	:30	1	\$1,500.00	NM	-
. –	Neeks: <u>Start Date End Date MTWTFSS</u> <u>Spots/Week</u> 09/10/12 09/16/12 1 1  Spots: # Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WFSB M 09/10/12 Eyewitness News Credited		Rate \$1,500.00 Start/End Time 5:30pm - 6pm	Length Ad-ID :00				<u>Rate Type</u> \$1,500.00 NM		
37 09/10/12	09/10/12	Eyewitne	ess News	6pm - 6:30pm	1	:30	1	\$2,100.00	NM	
Weeks:	Start Date 09/10/12	End Date 09/16/12	MTWTFSS 1	Spots/Week 1	Rate \$2,100.00	3 = 41.				
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WFSB M 09/10/12 Eyewitness News Credited				Start/End Time 6pm - 6:30pm	<u>Length</u> <i>!</i>	<u> 4a-ID</u>			<u>Rate Type</u> \$2,100.00 NM	
38 09/10/12	09/10/12	Inside Ed	dition	7pm - 7:30pm	1	:30	1	\$500.00	NM	-
Weeks: Spots: <u>#</u> Ch 1 Wi		10/12	MTWTFSS 1 r Time Descript Inside E		<u>Rate</u> \$500.00 <u>Start/End Time</u> 7pm - 7:30pm	Length A	\d-ID			<u>Rate Type</u> \$500.00 NM



Payment Terms Net 30 Days

Send Payment To:
WFSB
BOX 13034
Newark, NJ 07188-0034

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 491772-1 | 09/16/12 | September 2012 | 08/27/12 - 09/10/12

Advertiser Product Estimate Number

McMahon for Senate L MCMAHON 4 SENATE 1294

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
39 09/10/12	09/10/12	Entertainment Tonight		1	:30	1	\$500.00	NM	
Weeks:	Start Date 09/10/12	End Date MTWTFSS 09/16/12 1	Spots/Week 1	<u>Rate</u> \$500.00		,			
Spots: # Ch 1 WI	n <u>Day Air</u> FSB <i>M 09.</i> <i>Unresol</i>	Start/End Time 7:30pm - 8pm	Lengt :0	h <u>Ad-ID</u> 0			<u>Rate Type</u> \$500.00 NM		
40 09/10/12	09/10/12	Eyewitness News	5:30a - 6am	1	:30	1	\$600.00	NM	
Weeks:	Start Date 09/10/12	End Date MTWTFSS 09/16/12 1	Spots/Week 1	<u>Rate</u> \$600.00					
Spots: # Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WFSB M 09/10/12 5:52 AM Eyewitness News				Start/End Time 5:30a - 6am	Length Ad-ID :30 LMFS12TV14H			<u>Rate Type</u> \$600.00 NM	
41 09/10/12	09/10/12	Eyewitness News	11PM - 11:35PM	1	:30	1	\$500.00	NM	
Weeks:	Start Date 09/10/12	End Date MTWTFSS 09/16/12 1	Spots/Week 1	<u>Rate</u> \$500.00		·			
Spots: # Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WFSB M 09/10/12 11:38 PM Eyewitness News				Start/End Time 11PM - 11:35PM	Length Ad-ID :30 LMFS12TV15H			<u>Rate Type</u> \$500.00 NM	
42 09/10/12	09/10/12	Hawaii 5-0	10pm - 11pm	2	:30	2	\$1,500.00	NM	
	Start Date 09/10/12	End Date MTWTFSS 09/16/12 2	Spots/Week 2	<u>Rate</u> \$1,500.00					
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WFSB M 09/10/12 Hawaii 5-0  Unresolved				Start/End Time 10pm - 11pm	Length :00				<u>Rate Type</u> \$1,500.00 NM
2 WF	SB M 09/1 Unresolve	10/12 Hawaii ed	5-0	10pm - 11pm	:00				\$1,500.00 NM
		-		Total Spots	67	,			

Gross Total

\$96,200.00

Agency Commission

\$14,430.00

Net Amount Due

\$81,770.00

We warrant that the actual broadcast information shown on this invoice was taken from the program log. Meredith Corporation reserves the right to apply payments against any outstanding invoices in its sole discretion regardless of any directions for application that may accompany the payment

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.